

REP HEADLINE# 6399536  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP

OCT29/12 11.39  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/E OBAMA/D/PRE/US  
AGY # AGY. NAME GREEP, MARCOLIS, MITCHELL

2050 K ST NW,  
WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #  
BUYER NAME KATIE KEULEMAN  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6399536

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FPK AMERICA EST#2265 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT29/12 11.39

REP: NEW ORDER  
TTL \$55,420 Q30X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			1237A-136A	60		\$800.00	10/30	11/2	4		TU-F	4
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AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
PROGRAM : LT NITE W/JIMMY FALLON  
CON COM1 : LT NITE W/JIMMY FALLON

AGENCY EST# = 2265



9/10/12

WFLA-TV (CS)

OCT 29 / 12 11.39  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	60		\$760.00	10/30	11/2	4		TU-F	4
3			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	60		\$3,400.00	10/30	11/2	2		TU-F	2
4			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	60		\$3,400.00	10/30	11/2	1		TU-F	1
5			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	60		\$2,900.00	10/30	11/2	3		TU-F	3
6			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	60		\$4,000.00	10/30	11/2	0		TU-F	0
7			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	60		\$4,000.00	10/30	11/2	3		TU-F	3
8			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	60		\$2,080.00	10/30	11/2	3		TU-F	3
9			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1: RATES ARE 8/27-9/30 CON COM1: NC 8 TODAY AT 430A	60		\$100.00	10/30	11/2	3		TU-F	3
10			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	60		\$2,000.00	11/3	11/3	1		SAT	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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11			800P-1100P	60		10000.00	11/4	11/4	0		SUN	0
PROGRAM : NFL PRESEASON:INDGPIT8/19/12												
CON COM1: NFL PRESEASON:INDGPIT8/19/12												

12			800A-900A	60		\$2,200.00	11/4	11/4	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												

13			900A-1000A	60		\$600.00	11/4	11/4	1		SUN	1
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												

14			1200N-100P	60		\$760.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												

15			700A-900A	60		\$4,000.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

16			900A-1000A	60		\$2,080.00	11/5	11/6	1		M-TU	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												

17			430A-459A	60		\$100.00	11/5	11/6	1		M-TU	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												

NOV/12 55420.00 CONTRACT TOTAL 55420.00  
 TOTAL SPOTS 30

MARKET TOTALS \$110,840 WFLA 50% WFTS 25% WTSP 25% WTVT 0% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ESTIMATED. WILL UPDATE.  
 SVC- NSI  
 DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 819 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	55420	Campaign Ref:	E:063995360
Buyer:		Client/Product/Estimate:	95/101/2265	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06399536
Est./PO Number:	06399536	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night TWTF..	01	800	60 Comme	Nbr of Spots	4		4	3200
2	M-F 12p Today Show III TWTF..	01	760	60 Comme	Nbr of Spots	4		4	3040
3	M-F 5p News TWTF..	01	3400	60 Comme	Nbr of Spots	2		2	6800
4	M-F 530p News TWTF..	01	3400	60 Comme	Nbr of Spots	1		1	3400
5	M-F 6a News TWTF..	01	2900	60 Comme	Nbr of Spots	3		3	8700
6	M-F 7a Today Show TWTF..	01	4000	60 Comme	Nbr of Spots	3		3	12000
7	M-F 9a Today Show II TWTF..	01	2080	60 Comme	Nbr of Spots	3		3	6240
8	M-Th, Su 430a News TWTF..	03	100	60 Comme	Nbr of Spots	3		3	300
9	Sat 7a Today Show TWTF..	01	2000	60 Comme	Nbr of Spots	1		1	2000
Weekly Totals:					Total Spots(Ord Spots)	26	4	30	

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1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 819 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 55420	<b>Campaign Ref:</b> E:063995360
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95/101/2265	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06399536
<b>Est./PO Number:</b> 06399536	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	Sun 8a Today Show .....S	01	2200	60 Comme	Nbr of Spots 1		1	2200
11	Sun 9a News .....S	03	600	60 Comme	Nbr of Spots 1		1	600
12	M-F 12p Today Show III M.....	01	760	60 Comme	Nbr of Spots	1	1	760
13	M-F 7a Today Show M.....	01	4000	60 Comme	Nbr of Spots	1	1	4000
14	M-F 9a Today Show II MT.....	01	2080	60 Comme	Nbr of Spots	1	1	2080
16	M-Th, Su 430a News M.....	03	100	60 Comme	Nbr of Spots 1		1	100
<b>Weekly Totals: Total Spots(Ord Spots)</b>					26	4	30	

<b>Grand Totals</b>				<b>Month 11 Weeks: 4</b>			
<b>Totals</b>		10/29	11/05				
Spots	30		26				
Cost	55420		48480				

**Grand Totals:** Spots: 30 Gross Total: 55,420.00

Commission:	8,313.00
Net Total:	47,107.00



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 11/25/12  
ORDER TYPE Political  
WFLA I SS  
E:063995360  
WFLA  
INVOICE NUMBER 0100033805  
PAGE 1  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 95 /101 /2265  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1237a ET / 1137p CT Late N	800.00	1	4	10/30	TU	01:33A	01:00 OFA12G181 1:00 Commercial	800.00	
				10/31	WE	01:26A	01:00 OFA12G181	800.00	
				11/01	TH	01:28A	01:00 OFA12G181	800.00	
				11/02	FR	01:20A	01:00 OFA12G181	800.00	
M-F 12p Today Show III	760.00	2	4	10/30	TU	12:29P	01:00 OFA12G181 1:00 Commercial	760.00	
				10/31	WE	12:51P	01:00 OFA12G181	760.00	
				11/01	TH	12:51P	01:00 OFA12G181	760.00	
				11/02	FR	12:29P	01:00 OFA12G181	760.00	
M-F 5p News	3400.00	3	2	10/31	WE	05:12P	01:00 OFA12G181 1:00 Commercial	3400.00	
				11/01	TH	05:10P	01:00 OFA12G181	3400.00	
M-F 530p News	3400.00	4	1	10/31	WE	05:39P	01:00 OFA12G181 1:00 Commercial	3400.00	
M-F 6a News	2900.00	5	3	10/30	TU	06:52A	01:00 OFA12G181 1:00 Commercial	2900.00	
				11/01	TH	06:10A	01:00 OFA12G181	2900.00	
				11/02	FR	06:59A	01:00 OFA12G181	2900.00	
M-F 7a Today Show	4000.00	6	3	10/31	WE	07:28A	01:00 OFA12G181 1:00 Commercial	4000.00	
				11/01	TH	07:58A	01:00 OFA12G181	4000.00	
				11/02	FR	08:56A	01:00 OFA12G181	4000.00	
M-F 9a Today Show II	2080.00	7	3	10/30	TU	09:29A	01:00 OFA12G181 1:00 Commercial	2080.00	
				10/31	WE	09:50A	01:00 OFA12G181	2080.00	
				11/01	TH	09:56A	01:00 OFA12G181	2080.00	
M-Th, Su 430a News									

\*\*\* Continued \*\*\*

PERIOD COST	55,420.00	30 Total Units		Debits	.00
		ACTUAL GROSS BILLING	55,420.00	Credits	.00
		AGENCY COMMISSION	8,313.00		.00
		NET DUE	47,107.00	SUB-TOTALS	
				TOTAL RECONCILING	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Barack Obama/ O/ President  
PRODUCT: Obama For America

INVOICE NUMBER 0100033805  
BROADCAST MONTH 10/29/2012 - 11/25;  
AMOUNT DUE 47,107.00

REMIT TO:

\*00166

000038634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000038634 00000100033805 004710700 8



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REP\_: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV\_: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 11/25/12 E:063995360  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033805  
PAGE 2  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /2265  
Desc: Campaign Option Number 1, Booking1

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
	100.00	8 3	10/30 TU 04:43A	01:00 OFA12G181	100.00
			10/31 WE 04:40A	01:00 OFA12G181	100.00
			11/01 TH 04:52A	01:00 OFA12G181	100.00
Sat 7a Today Show			*WFLA	1:00 Commercial	
2000.00	9 1	11/03 SA 08:43A	01:00 OFA12G181	1:00 Commercial	2000.00
Sun 8a Today Show			*WFLA	1:00 Commercial	
2200.00	10 1	11/04 SU 08:28A	01:00 OFA12G181	1:00 Commercial	2200.00
Sun 9a News			*WFLA	1:00 Commercial	
600.00	11 1	11/04 SU 09:21A	01:00 OFA12G181	1:00 Commercial	600.00
M-F 12p Today Show III			*WFLA	1:00 Commercial	
760.00	12 1	11/05 MO 12:27P	01:00 OFA12G181	1:00 Commercial	760.00
M-F 7a Today Show			*WFLA	1:00 Commercial	
4000.00	13 1	11/05 MO 07:28A	01:00 OFA12G181	1:00 Commercial	4000.00
M-F 9a Today Show II			*WFLA	1:00 Commercial	
2080.00	14 1	11/06 TU 09:29A	01:00 OFA12G181	1:00 Commercial	2080.00
M-Th, Su 430a News			*WFLA	1:00 Commercial	
100.00	16 1	11/05 MO 04:51A	01:00 OFA12G181	1:00 Commercial	100.00
Total Airtime Gross Spot Revenue:			55,420.00		

PERIOD COST	55,420.00	30 Total Units		Debits	.00
		ACTUAL GROSS BILLING	55,420.00	Credits	.00
		AGENCY COMMISSION	8,313.00	TOTAL RECONCILING	.00
		NET DUE	47,107.00		

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.